

city of the future-
with a golden past
Whitehorse, Yukon



Paw: 711.4212 [Whitehorse]

POLARPAM

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the city



From the air, downtown Whitehorse can be mistaken for no other city in the world. Its physical surroundings are made distinct by the mighty blue-green Yukon River that flows northward past the City on its way to Alaska and the towering clay cliffs that surround it on three sides.

It's a compact area that serves as the focal point for a much larger and widely scattered metropolitan district, comprising 162 square miles. It's one of the largest cities in area in Canada, expanded during the summer of 1971 from its original 2.66 square miles.

The expansion, which more than doubled its previous population of 5,000 took in five surrounding subdivisions, extending out from the city centre as far as ten miles. The expansion of its boundaries opened up unlimited plans for growth in both population and economic advancement.

Situated on the upper reaches of the Yukon River, it's 918 miles from Dawson Creek, 605 miles from Fairbanks, Alaska, and about 1,250 miles from Edmonton.

It's situated in a sub-arctic region of Canada, but despite the high latitude (61 degrees) temperatures aren't anywhere near as harsh as people might think. For example, the mean daily temperature is 31 above and while Whitehorse recorded an all time low of -61.6°F. on January 31, 1965, it has topped the thermometer with 94.2°F. on June 14, 1969. The cold snaps are few and last only a matter of days while the summers are warm and dry and pleasant.



TOP: Valleyview – One of many residential areas in Whitehorse – in the background, the Airport.
BOTTOM: Downtown Whitehorse.

its people



The Yukon has always been basically a young man's country. Miners, merchants, professional people, tradesmen, and people in the service industries generally have one thing in common when they come to the Yukon — they are young, vigorous and ambitious with an acute sense of adventure — people who have been drawn North to make their homes and fortunes.

More often than not, they stay. There are many pioneer families in the Territory — families that boast as many as four generations of born and raised-Yukoners.

They come from virtually every corner of the earth — Italians, Britons, Americans, Ukrainians, Poles, Hungarians, East Indians, and from every province in Canada. And they are prospering. With these people come specialized talents that are needed by any city or country in order to progress.

About two-thirds of the entire Yukon population lives in the capital city of Whitehorse, and of these 43 per cent are under the age of 20. Just over 70 per cent of the City's population is under the age of 35.

Government service still hires slightly more people than any other single industry, with transportation and mining coming close behind and destined to overtake government employment in the near future. Tourism is also a major employer in Whitehorse and elsewhere in the Yukon.

In a recent study of Whitehorse by the University of Manitoba, 30 per cent of the residents polled said they had lived in the Yukon longer than in any other part of the world. The University study also revealed that 73 per cent of adult Whitehorse residents have senior high school, and 57 per cent of those polled had special technical or university training.

If ever there was a true Canadian mosaic, it must be in the Yukon.



Four generations of Yukoners.

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TOP: Daily jet service connects Whitehorse with Vancouver and Edmonton.
CENTRE: Rotary Park.
BOTTOM: Modern shopping facilities.
TOP RIGHT: Whitehorse's modern, well-equipped hospital.
BOTTOM RIGHT: The N.C.P.C. Dam and generators.

its facilities

The City of Whitehorse has now grown to the point where it offers virtually all the amenities and facilities found in any North American city of comparable size.

Transportation and communication problems have always been a big drawback to northern living. But this is no longer true of the Yukon.

Whitehorse is served by the White Pass and Yukon Railway to tidewater at Skagway, Alaska; scheduled jet air service by CP Air to Edmonton and Vancouver; Wien Air Alaska to Alaska, as well as scheduled services to intra-territorial points and to Inuvik, N.W.T. by Northward Aviation. There is also regular bus service to the North and South.

Canadian National Telecommunications provides telephone, telegraph and telex service to anywhere in the world. There are two radio stations, the CBC Station of CFWH and a private station, CKRW. CBC also offers a frontier television package and the privately-owned WHTV provides cable television on 5 channels. There are also two newspapers, the Whitehorse Star, publishing three times a week and the weekly Yukon News.

Electrical services are provided by Yukon Electrical Co. Ltd., and The Northern Canada Power Commission.

Educational facilities are made up of three high schools, five elementary schools and a Vocational and Technical Training Institute to handle the Whitehorse student population.

For recreation, there are the hot springs just a few miles out of the City, ski hills, a hockey arena, recreation centres, private clubs, curling rinks, ball parks, playgrounds, golf courses and a covered swimming pool.

There are five banks, three supermarkets, a major shopping centre, 21 hotels and motels, three department stores, and scores of small shops of virtually every type from hardware to haberdashery.

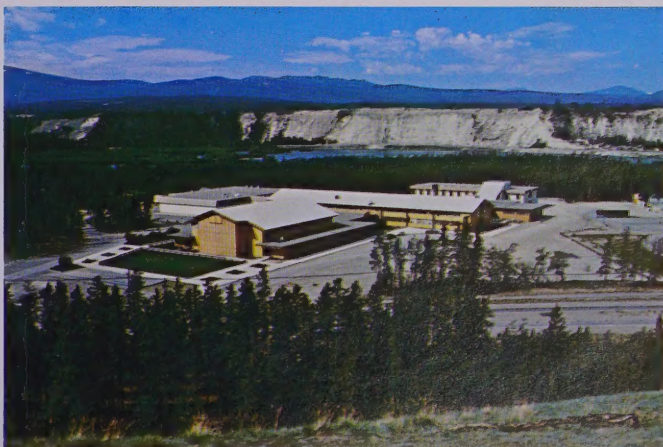
TOP: Whitehorse is served by the White Pass & Yukon Route.

New facilities at Whitehorse Airport.

The modern Whitehorse Library and Archives.

CENTRE: One of the City's meeting and convention facilities.

BOTTOM: F. H. Collins Secondary School.



its past

It's often been said that the only part the City of Whitehorse played in the famous Klondike Gold Rush in 1898 was to offer a small piece of river bank to allow the Stampeders to change their socks before continuing on down to Dawson City.

And, in a sense, this is true. Whitehorse emerged as a fledgling community because it was the first spot the gold seekers could find to beach their make-shift boats after navigating Miles Canyon and shooting the tumultuous White Horse Rapids.

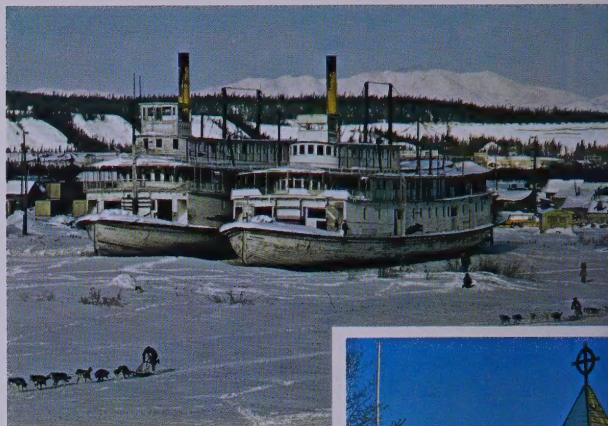
But, not everyone continued down the Yukon River to seek their fortunes in the gold-rich Klondike Valley. Some stayed and within months the tiny cluster of tents began to be replaced by log and frame buildings. It quickly became a major supply and communications centre — the link with the outside world.

Then came the completion of the White Pass Railway in 1900 which assured the future of the small community. It prospered, as did the railway, and Whitehorse became the jumping-off spot between Vancouver and the rest of the territory. In the mid-1940's Whitehorse got another shot in the arm when tens of thousands of army and civilian personnel came to the Yukon to build the Alaska Highway.

Again, many men stayed after the historic highway was completed and Whitehorse began to grow from infancy to adolescence. Since then, it has gradually grown into adulthood to become a modern Canadian city.

It's history is still evident. The largest of the more than 200 stern-wheelers that ran the turbulent Yukon still rests on the banks of the river, where gold seekers first landed more than 70 years ago. The SS Klondike has now been restored as a National Historic Site.

Old Steam engines, Yukon-style stage coaches, the old telegraph office and the first church to be built in the City (in 1900) still stand as mute proof of what was once a colourful, exciting and bustling frontier town — a page from history's greatest gold rush of them all.



its future

A 1968 Government sponsored economic study of the Yukon by D.W. Carr and Associates of Ottawa made this prediction: "... the Territory may look forward with reasonable assurance to a sustained and rising tempo of investment, employment, growth and development in all phases of life — economic, social and cultural. It is no longer a question of if, but when."

Dr. Carr's predictions were obviously sound, because in the past five years or so the Yukon has, in fact, made tremendous strides in these areas. Whitehorse, the capital and the seat of the government, is the focal point for all this development.

When you compare the downtown and residential areas of Whitehorse today with only 10 or 15 years ago you can scarcely recognize them. Dirt roads and board sidewalks have been replaced by pavement and concrete, early structures on downtown streets have been almost completely superseded by new, modern stores and office buildings.

The City is flourishing as never before, and it's only the beginning. A two-million dollar shopping centre was completed in 1972, and a ten-million dollar capital building complex is under construction. New shops, hotels and motels are being planned.

Dr. Carr's study, optimistic as it was, fell far short of the mark in many areas. Development so exceeded his 10 year forecasts that within two years of the issuing of the report, the Yukon has made several of his prophecies obsolete.

TOP LEFT: F. H. Collins High School grounds.

RIGHT: The North — a great place for growing up.

CENTRE: Year-round swimming at Takhini Hot Springs.

BOTTOM: The Yukon Vocational and Technical Training Centre.

OPPOSITE: TOP: Sternwheelers on the Yukon's bank at Rendezvous race time.

LEFT: The sternwheel of the restored KLONDIKE.

RIGHT: The Old Log Church (circa 1900).

CENTRE: Boat building at Whitehorse in Gold Rush days.

BOTTOM: Whitehorse was the head of Yukon River navigation.



its growth

Until recently, the Yukon has had a roller coaster economy. It was booming at the turn of the century when it was first born and then dropped off until the building of the Alaska Highway brought an economic up-swing in the mid 1940's. Then, it dipped again for another 20 years.

1965 heralded an entirely new era of expansion, prompted by a gigantic mining boom — a boom which has brought a less spectacular but more permanent prosperity to the Yukon in general and the City of Whitehorse in particular.

New homes, office buildings and shops testify to the optimism in the Yukon today. From 1965 - 1974 the ten year total value of building permits issued by the City of Whitehorse totalled over 52 million dollars. Of this, 23 million represented residential permits and 29 million was commercial, industrial, and institutional construction. Each year shows a dramatic increase in the physical growth of the City, with a new record of 14 million in building construction in 1974.

The Yukon labour force has jumped from 6,242 in 1961 to almost 10,000 in 1974, and the continuing arrival of more and more people promises to at least double that figure within the next decade.

Gross income of Whitehorse's population for 1974 was estimated at 53 million dollars, a jump of nearly 20 million in the past five years. The expanded City has a 1974 property assessment of almost 67 million, a whopping increase of 43 million dollars compared with 1969. Annual retail trade volume has topped the 30 million dollar mark.

It's been an exciting time, but even more exciting is the speculation as to this northern centre's growth in the coming decade.



TOP: Hydro power for the future.

CENTRE: Yukoners and visitors alike enjoy Sourdough Rendezvous.

BOTTOM: A well planned industrial area.

its government

The administration of the City of Whitehorse is a City Manager system, with a Council of six aldermen and a Mayor elected for 2 year terms. With the expansion of the city's boundaries to 162 square miles, the Council and its administration have their work cut out for them. The governing of this huge municipality is much the same as in any other city in Canada with many of the same problems.

Working in concert with the territorial government, and to a lesser degree with federal agencies, it must meet the challenges of the future head-on. With this in mind the City Administration, and its Boards and Committees, have armed themselves with people of experience and expertise.

Zoning and building by laws, traffic control, sewer and water systems, streets, parks, and recreation programs are an integral part of any city. Whitehorse has many of these things now but with the extension of the city boundaries, which doubled the population and expanded the economic base by 60 per cent, the challenge is momentous.



TOP: The community is served by both the R.C.M.P. and City By law Enforcement Officers.

CENTRE: Whitehorse City Hall.

BOTTOM: Modern fire-fighting equipment.

its needs & incentives

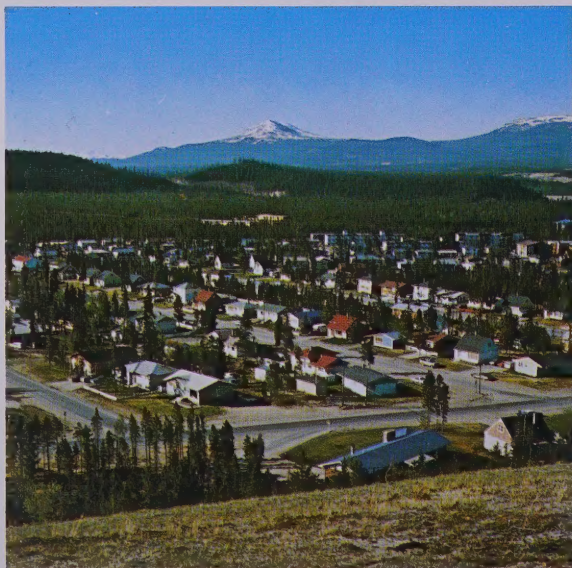
It's an old truism that the very fabric of any city or country is its people. Without their knowledge and will, and the prospects of their young people, a city would surely die.

If there's one single item the City of Whitehorse requires more than anything else, it's the continued influx of new, talented, ambitious people — people who are willing to stake their futures on a new life and a new land. This is the stuff that modern, virile societies are made of.

Many specific areas of commercial activity and investment offer promise in Whitehorse. For example, with its rich history of the Klondike Goldrush and all the romance and glamour of that incredible chapter of human history, any enterprise in the field of tourism holds great possibility. Similarly, as the Yukon's own

population rapidly grows, the recreation industry — its servicing and supply functions — will provide opportunities. For the same reasons, the retailing of specialty items and services will further develop in the City of Whitehorse.

Several incentive programs are available to those establishing in Whitehorse. Through the Territorial Government's small business loans program, financial assistance can often be secured. Federal programs exist to assist in the hiring of Yukoners by new employers. Whitehorse has its own vocational and technical training institute which can often supply specific man-power needs. For further information, address requests to: Information Officer, City of Whitehorse, 2121 2nd Avenue, Whitehorse, Yukon, Y1A 1C2.



LEFT: Residential Riverdale.



RIGHT: Visitors touring historic Miles Canyon.

its statistics

POPULATION:

1975	13,634
1965	7,792

AREA:

162 square miles

FACILITIES

Accommodation

Total hotel rooms / motel units	704
Total number of beds	1,154
Total cafe / dining room capacity	951
Conference / meeting rooms:	1/800
	1/600, 1/500, 2/300, 2/250, 1/200, 1/100

Hospital/Medical

Modern 120 bed hospital
New (1971) medical-dental clinic
15 doctors, 3 dentists
3 optometrists

Utilities

Electricity — Yukon Electrical Co. Ltd.
Gas — Canadian Propane Limited
Telephone & telex — CN Telecommunications

Local Banks

Canadian Imperial Bank of Commerce
Bank of Montreal
Bank of Nova Scotia
Toronto-Dominion Bank

Educational

	Pupils	Teachers
5 elementary schools	1,827	96
3 secondary (high) schools	1,422	71
1 Vocational & Technical Training Centre		

CLIMATE

Maximum recorded temperature	94.2 degrees
Minimum recorded temperature	—61.6 degrees
Mean maximum temperature	39.4 degrees
Mean minimum temperature	21.5 degrees

Mean daily temperature	30.5 degrees
Mean annual precipitation	10.24"
Mean annual snowfall	50.3"
Mean annual rainfall	5.6"
Mean wind speed	9.1 mph
Mean annual hours sunshine	1829.8
Average frost free period	101 days

BUILDING CONSTRUCTION

1965	\$ 1,291,460
1966	2,105,201
1967	2,355,024
1968	4,033,307
1969	5,723,301
1970	4,341,887
1971	3,848,300
1972	8,223,258
1973	6,308,155
1974	14,012,176

TAX ASSESSMENT

1966	\$19,838,120
1967	20,325,865
1968	21,800,000
1969	22,815,998
1970	26,335,638
1971	35,545,300
1972	57,672,130
1973	66,681,230
1974	70,060,460

BASIS OF ASSESSMENT

Land	100% of market value
Improvements	(approx.) 40% of market value

1974 TAX RATE

Municipal purposes	25.4 mills
School purposes	16.0 mills
Total	41.4 mills

MUNICIPAL DEBENTURE DEBT (1974)

Total	\$2,535,964.00
Per capita	195.30

What gives a city its character?

In the case of Whitehorse, it is a complex mixture of many inter-related things: the vast, almost awesome, land mass of the Yukon Territory; the independent, self-reliant people who have been drawn to and settled in the area through the years; the great distances which separate Whitehorse from other population centres; and a fascinating history which has provided the modern residents of a modern city with a sense of values and tradition which, although admired and envied by others, seldom survive elsewhere.

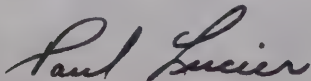
Individual independence and a sense of community thrive together in Whitehorse. As residents of the city we are both proud of this and grateful for it: proud that we have been able to maintain it, and grateful for what it enables us to accomplish together.

During the last twenty years, the residents of Whitehorse have changed a frontier town with dirt streets and board sidewalks into a modern municipality complete with comprehensive educational and medical facilities, financial institutions, hotel and motel accommodations, utility and communications services and transportation capabilities via air, highway or rail.

Listed among recent major improvements are a \$27 million capital works program currently under way to upgrade utility services throughout the city; a \$2 million shopping centre recently completed; and a \$10 million complex currently under construction which will serve as the Territorial Capital Building. Henry Wadsworth Longfellow once wrote that we judge ourselves by what we feel capable of doing, while others judge us by what we have already done. You be the judge. Come to Whitehorse and see what the residents of the city have done so far.

Then, if you have a mind to, join us in working toward those things not yet done, but which we still feel capable of accomplishing together. We can promise you an exciting future.

I extend a warm, personal welcome.



PAUL LUCIER
Mayor

Whitehorse

1950-1975
our silver anniversary



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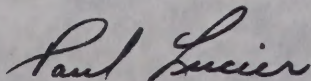
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THE YUKON



For more information
please write stating the
aspects you are parti-
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Information Officer,
City of Whitehorse,
2121-2nd Avenue,
Whitehorse, Yukon, Y1A 1C2

NORTHWEST TERRITORIES

University of Alberta Library



0 1620 0340 0528

"It's the great, big, broad land 'way up yonder,
It's the forests where silence has lease;
It's the beauty that thrills me with wonder,
It's the stillness that fills me with peace."

. . . . Robert Service

